

Tobacco Tid-Bits

Tobacco Free Coalitions of Clark County and Skamania County
Clark County Public Health • Tobacco Prevention and Education Program

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<http://www.clark.wa.gov/health/tobacco/tidbits.html>

September 2006

American Cancer Society SpeakOUT! Success



Digging Through goo for team challenge



M*A*S*H member Sarah Doney navigates the crazy rope pile for a team building activity

The American Cancer Society SpeakOUT! Summer Summit attracted over 60 youth from 20 Washington counties, including two Skamania County M*A*S*H* members. The summit took place in Auburn August 8-11 and included both youth and adult speakers. Participants walked away with advanced leadership and advocacy skills. "We strive to give them useful skills and to help them feel empowered to make a difference in tobacco prevention and the fight against cancer in their local communities and coalitions, where they can see the benefits of their hard work," said Emily Dietman, Community Relationship Manager, from American Cancer Society. The students had a blast! Evaluations included comments like: "Fun! Educational! Inspirational." The *Tobacco Team Challenge* was the highlight of the week. Students had to dig through "goo" or answer a tobacco question to receive their teams' tobacco puzzle. Then they needed to put the puzzle together in order to find out one of the tobacco facts that led them to the next station. Other activities, including the crazy rope pile, emphasized team building and working together.

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Battle Ground's First Relay for Life a Big Success

On August 19th Battle Ground held its first American Cancer Society Relay For Life, raising over \$51,000 for cancer research, education and patient services. The event goal for its first year was only \$30,000. This Relay was organized by a group of 19 local volunteers over the last 10 months. Teams of families, friends, schools, businesses and youth groups participated. The youngest team was captained by 8 year old Travis Pfingsten. They were also the top fund-raiser, raising over \$7,000! There were two very exciting activities that happened during the 24 hour Relay for Life. At the Survivor Celebration, over 66 cancer survivors started off the Relay by walking the opening lap. They were applauded by all the participants as they made their way around the track. When the survivors finished their lap, they were treated to a luncheon. Later, 800 luminaria were lit at 10:00 PM Saturday night for the Luminary Ceremony. Each bag was in honor or in memory of a family member or friend touched by cancer. There were at least 700 people walking in silence by the light of those candles for the hour that followed the ceremony. A special thanks to the community and to all the volunteers that made the first Battle Ground Relay For Life such a success. For information about the 2007 North Clark County Relay For Life and how you can be involved please contact: Tracie Gorbet at 360.667.0600.



Cancer survivors walk opening lap

Chemically Dependent Youth Learn Healthier Lifestyles in Tobacco Prevention Class

Youth at Daybreak Treatment Center are learning tobacco prevention skills as part of the Alternative to Ticketing program. In August, Long Vue, Health Educator with the Clark County Public Health Tobacco Prevention and Education Program, provided a tobacco prevention class at the Center. Daybreak is an inpatient program for chemical dependency treatment for youth aged 12-17. Daybreak Youth Services is a private, nonprofit agency providing counseling and comprehensive treatment to adolescents and their families affected by alcohol and other drug abuse. Daybreak's inpatient facility provides an intensive, variable length, diagnostic and treatment environment for youth. The approximate length of stay for each youth at the facility is 30-45 days. Clark County Public Health collaborates with Daybreak to teach youth tobacco intervention/cessation classes at the Center. In August there were 16 active youth attending the treatment program and all of them smoked. "As part of the class, I help youth understand tobacco addiction, increase awareness and knowledge of the harmful effects of tobacco, and motivate them to adopt a healthier lifestyle," said Long. Contact: [Long.Vue](mailto:Long.Vue@ccph.wa.gov) 360.397.8214

ADHD - Smoking Cessation Study

Kaiser Permanente's Center for Health Research will be conducting a smoking cessation study for individuals with ADHD (or symptoms of ADHD). This study will test whether or not treating ADHD with a stimulant medication (Concerta) will help people quit smoking. All study participants will receive smoking cessation counseling and nicotine patches. They are specifically looking for:

*Smokers between the ages of 18-55.

*Have been diagnosed with ADHD, or have symptoms like being easily distracted, impulsive, or fidgety.

*Would like to quit smoking.

*Not currently taking a stimulant medication.

Participants do not have to be part of Kaiser's system to participate, there is no cost and they will be reimbursed for their time. For more information contact: [Michelle Roberts](mailto:Michelle.Roberts@kaiserpermanente.org), FNP, Kaiser Center for Health Research 503.335.6645.

Survey Teams Will Go Door to Door Gathering Health Care Information

Survey teams will be knocking on doors in selected areas across the state and asking people to participate in an Adult Health Survey. The survey is being conducted by the Washington Department of Health over the next 10 months. It is being funded by the Centers for Disease Control and Prevention. Approximately 1,100 randomly selected adults aged 25 and older in Washington State, including Clark County will be interviewed in order to learn more about heart disease, stroke, diabetes, and other chronic disease in the population. Participation in the survey is completely voluntary. The survey teams will be identified by bright yellow vests and will carry photo identification. The survey involves questionnaires on foods eaten and overall health, information about health and medicines taken, a short physical exam, a small blood draw to test for warning signs of heart disease, stroke, and diabetes, and a hair sample to screen for mercury (from some people). Participants will receive important information about their own health and a \$45 gift card. You will find more information about the survey on the DOH Web site at: http://www.doh.wa.gov/cfh/heart_stroke/wahs.htm. If you have any questions about the survey contact: [Melanie M. Payne](mailto:Melanie.M.Payne@dcph.wa.gov), MPH, Clark County Public Health 360.397.8491.



Attention Youth Advocates! O2 Needs You

Work is underway to kick-off a newly redesigned O2-style magazine this fall. Educational Service District 112's Public Information Department took over coordination and management of the E-Magazine in July. O2 Magazine is a dynamic, interactive and informative newsletter by youth and for youth, making youth input extremely valuable. That is why the staff wants to hear from you about how O2 Magazine can best evolve to meet your needs and continue to serve your advocacy efforts. You can help by filling out a short online survey at: <http://survey.esd112.org/o2magazine.html>. The magazine is also recruiting members for its youth advisory board. Applications are due September 22, 2006 and can be found online at www.SeeThruTheSmoke.com. Lastly, you can help by letting them know what you are doing to further tobacco prevention and control in Washington State. Send event information, letters to the editor, or feedback to o2editor@esd112.org. 2

Get Ready for Fall Quarterly Coalition Meetings

Both Tobacco Free Coalitions will hold their Fall Quarterly Coalition meetings in September. The Tobacco Free Coalition of Clark County will meet September 12 ([see calendar](#)). The Theme is "Bringing New Partners to the Table." Each member is encouraged to invite a co-worker or representative from another organization to attend with them and be prepared to share how tobacco impacts them or their organization and how the Coalition could help. The agenda will also include a presentation by Shannon Cernek-Hoskins, MPH, Health Assessment & Evaluation, Clark County Public Health, on "Tobacco Use Rates in Clark County." The Tobacco Free Coalition of Skamania County meets September 28 ([see calendar](#)). Members are also encouraged to invite a co-worker or representative from another organization to attend with them. Shannon will present "Tobacco Use Rates in Skamania County" and Theresa Cross will present information on secondhand smoke and housing. The group will also establish a 2006 Great American Smokeout planning committee. Contact: [James Lanz](#): 360.397.8416



Simple Steps Toward Tobacco-Free: Proven Strategies to Improve Health and Productivity in the Workplace

Actions you take and decisions you make as an employer directly affect whether your employees are ready and able to quit smoking. It is in your best interest to help curb the toll of tobacco - a significant factor in unnecessary health care problems and costs that affect your employees' well-being and drain your bottom line and employees' wallets. Attendees will receive a practical Employer's Toolkit to tailor to your employees and workplace. **Dr. Steven Schroeder**, international expert on the health impacts of smoking, will discuss nicotine addiction and cost-effective treatments. Learn first-hand from other employers including **Mike Brennan**, The Boeing Company; **Beth Shepard**, Washington Mutual; **Varon Blackburn**, McCain Foods; how they have been able to help employees who want to quit. **Date:** 9/19/06 **Live Web Conference:** 10:45AM – 12:30 PM. **Conference and Luncheon:** 10:45am – 12:00 PM expert panel presentation 12:00 – 1:00 PM lunch will be served during Q & A. **Locations:** Broadcast live from Seattle - Westin Seattle, 1900 Fifth Avenue. Group viewing in Portland - 614 SW 11th Avenue, Portland. \$35 membership rate / \$50 non-member rate. **To Register:** <http://www.encounter.net/event/tofco/09-19-06-index.asp>

Tobacco Firms Deceived Public

A federal judge has ruled that the nation's top cigarette makers violated racketeering laws, deceiving the public for years about the health hazards of smoking, but said she couldn't order them to pay the billions of dollars the government had sought. U.S. District Judge Gladys Kessler did order the companies to publish in newspapers and on their Web sites "corrective statements" on the adverse health effects and addictiveness of smoking and nicotine. She also ordered tobacco companies to stop labeling cigarettes as "low tar," "light," "ultra light" or "mild," since such cigarettes have been found to be no safer than others because of how people smoke them. In her ruling, the judge said, "Over the course of more than 50 years, defendants lied, misrepresented and deceived the American public, including smokers and the young people they avidly sought as 'replacement smokers,' about the devastating health effects of smoking and second-hand smoke." Barring a reversal on appeal, companies like Philip Morris USA will have to abandon brands like Marlboro Lights and Ultra Lights in favor of names like Marlboro Gold and Marlboro Silver, already in use in Europe. Changing all those labels will be a huge task. "Light" and "low-tar" cigarettes accounted for 84.9% of all U.S. cigarette sales in 2003. (*Parts excerpted from: Yahoo News, 8/17/06 and Wall Street Journal 8/22/06*)

'Thirdhand Smoke' Dangerous for Babies

Babies can absorb particles and gases emitted by cigarettes from walls, clothes, hair and skin including up to 90% of the nicotine found in tobacco smoke, experts warn. Even smokers who refrain from lighting up with their infants in the room may not be fully protecting their children. George Matt of San Diego State University and colleagues found that babies, who explore the world by crawling and touching, can swallow, inhale, or absorb dangerous chemicals from cigarette-smoke residue, which can stay in the environment for months. The preliminary study found that even babies whose parents only smoked outside had detectable levels of the nicotine byproduct cotinine in their bodies, perhaps from hugging their parents. The cotinine levels of such children were 50 times higher than those of children of nonsmokers. (*Parts excerpted from [USA Today, 8/6/06](#)*)

Cultural Competency Training

October 13 - Cultural Competency training, Vancouver.

This free training covers understanding and defining diversity and the importance of culture, the definition and five elements of cultural competency, understanding the dynamics of difference, the role of power and privilege, the anatomy of conflict, barriers and bridges in providing culturally competent services, case studies, and individual and group exercises. Lunch will be provided. The training will take place from 9:00 AM - 4:00 PM at the Red Lion Hotel Vancouver at the Quay, 100 Columbia Street, Vancouver. The registration deadline is October 6. Contact: Sheryl Taylor at sheryl.taylor@esd112.org or 360.750.7500 x 266. For registration or more information click on this link: <http://www.tobaccoprc.org/coursedetail.cfm?id=68>

Spit Tobacco Overview

October 25 - Spit Tobacco Overview, Spokane

This free session will provide an overview of spit tobacco use, including: (1) how spit tobacco users may differ from smokers with regards to use, dependency, & quit attempts; (2) ways to encourage/aid cessation specifically in the smokeless user; (3) promising strategies for spit tobacco users; and (4) harm reduction and spit tobacco. Lunch will be provided. This session will take place from 9:00 AM - 3:30 PM at ESD 101 Regal Center, 4202 South Regal Spokane, WA 99223 Contact: Tricia Hughes Thughes@esd101.net 509.789.3591. Registration deadline is October 20. For registration or more information click on this link: <http://www.tobaccoprc.org/coursedetail.cfm?id=59>

The Cowlitz Indian Tribe, The City of Longview, & Cowlitz on the Move Invite All Community Members to Participate in the 2nd Annual Cowlitz Tribal Health Walk September 23 at Hemlock Plaza at Lake Sacajawea. Registration starts at 10:00 and the Walk starts at 11:00 Rain or Shine! For more information or to register contact Maggie Miller 360.575.6229.

Newsletter Contacts:

- [Editor, Kimberly Nelson](#)
- [Tobacco Free Coalition of Clark County](#)
- [Tobacco Free Coalition of Skamania County](#)
- [Clark County Public Health Tobacco Prevention and Education Program](#)
- [Washington State Department of Health Tobacco Prevention and Control Program](#)
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This material was made possible in part by funds from Washington State Department of Health, Tobacco Prevention and Control Program



Send photos of your tobacco-related event to:
TobaccoTidbits@comcast.net

Calendar of Events

- 9/7 Secondhand Smoke Task Force** meeting, 1:30-3 PM, Clark County Center for Community Health, 3rd floor, Vancouver. Contact: [Theresa Cross](#), 360.397.8000 x 7378
- 9/12 Tobacco Free Coalition of Clark County**, 2:30-4 PM, Memorial campus of SWMC, Medical Office Building, Fir/Willow Room, 100 E. 33rd St, Vancouver. Contact: [James Lanz](#): 360.397.8416
- 9/13 Tobacco Contractor's Regional** meeting, 9 a.m.-3 p.m., ESD 112, Vancouver. All tobacco prevention partners are welcome to attend. Temporary contact: Dinah Brosius, ESD 112, 360.750.7500 x144
- 9/20 Schools Task Force** meeting, 7:30-9:00 a.m., ESD 112, Vancouver. Temporary contact: Dinah Brosius, ESD 112, 360.750.7500 x 144
- 9/20 Alternative to Ticketing Task Force** meeting, 12-1:30 p.m., Firstenberg Community Center, 700 NE 136th Ave, Vancouver. Contact: [Long Vue](#) 360.397.8214
- 9/28 Tobacco Free Coalition of Skamania** meeting, 3:00-4:30 PM, Rock Creek Center, Stevenson. Contact: [James Lanz](#): 360.397.8416
- 10/5 Cessation Task Force** meeting, 2:30-4:00 PM, Clark County Center for Community Health, 3rd floor, Room A332, Vancouver. Contact: [James Lanz](#) or [Jamie Zentner](#) 360.896.5128 X120

Tobacco Prevention and Cessation Related Web Links

- [Action on Smoking and Health](#) - Everything for people concerned about smoking and nonsmokers' rights, smoking statistics, quitting smoking, smoking risks, and other smoking information: www.ash.org
- [Americans for Nonsmokers' Rights](#) - Leading national organization dedicated to nonsmokers' rights: www.no-smoke.org
- [American Legacy Foundation](#) - A national, independent public health foundation located in Washington, D.C., the foundation develops national programs that address the health effects of tobacco use: www.americanlegacy.org
- [Campaign for Tobacco Free Kids](#) - Fighting to free America's youth from tobacco and to create a healthier environment: www.tobaccofreekids.org
- [CHAMPSS](#), Children Helping And Motivating Parents to Stop Smoking - Provides kids with tips on how to talk to their parents about quitting smoking, and offers educational materials and other information they will need to support their parents through a quit attempt: www.champss.org
- [Chewfree.com](#) - A Web site designed to help people quit using chewing tobacco or snuff (smokeless tobacco): www.chewfree.com
- [O2 Magazine](#) - A publication designed by Washington teens to discuss their efforts at fighting tobacco and showcase their creative talents with feature stories original artwork and photographs: www.seethruthesmoke.com/o2magazine/index.html
- [Tobacco Fact Clipboard](#) - The American Legacy Foundation has compiled a wide range of tobacco, smoking, and health-related facts in a single, easy to use database: www.americanlegacy.org/factclipboard
- [SecondHandSmokesYou](#) - Washington State Department of Health information on the revised Clean Indoor Air Act (RCW 70.160) that went into effect 12/8/05: www.secondhandsmokesyou.com
- [SeeThruTheSmoke.com](#) - A Washington State Department of Health web site where you can find facts and information about the dangers of tobacco, interactive features, ways to get involved in the real-world, news stories, contests and much more: www.seethruthesmoke.com
- [Smoke-Free Environments Law Project](#) - includes detailed information on reasons why smoke-free apartments make sense for landlords and tenants and are in conformity with the law. Lists methods of addressing the issue and links to other Web resources: <http://www.tcsq.org/sfelp/apartment.htm>
- [SMOKEFREE Network](#) - Site aimed at winning the right to breathe smoke-free air, facilitating communication among smoke-free advocates and key decision makers and sharing information about the tobacco industry: www.SMOKEFREE.net
- [Smoke-Free Pregnancy Resource](#) - A national program supported by The Robert Wood Johnson Foundation working to discover the best ways to help pregnant women quit smoking and spread the word about effective, evidence-based treatments: www.smokefreefamilies.org
- [Tobacco Scam](#) - Know a restaurant that needs convincing to go smoke free? Have them get the facts about the benefits of going smoke-free at: www.TobaccoScam.ucsf.edu
- [Tobacco Quit Line](#) - A cessation specialist will provide free one-on-one counseling and a customized quit plan to help you kick the habit for good. Listen to a sample call at: www.QuitLine.com
- [Tobacco Prevention Resource Center](#) (TPRC) - provides training and technical assistance to Washington State Department of Health tobacco prevention and control contractors and other key stakeholders. Operated by ESD 112 in partnership with the network of nine ESDs in Washington State. www.tobaccoprc.org
- [The Tobacco Technical Assistance Consortium](#) (TTAC) is an independent, nonprofit organization dedicated to assisting organizations in building and growing highly effective tobacco control programs: www.ttac.org

Links to external resources are provided as a public service and do not imply endorsement by the Clark County Health Department.